

Every Can Counts Trademark User Manual

Ensuring the consistency of our brand



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Section A: Background information

This Trademark User Manual has been produced by the Brand Owner to explain the rationale behind Every Can Counts for existing Authorised Users and their partners, and for potential Brand Users. The information it contains replaces, and supercedes, all previous versions supplied by the Brand Owner.

1. Introduction to Every Can Counts

The Every Can Counts programme was first devised and developed in the UK by the Aluminium Packaging Recycling Organisation, working with, and on behalf of, the founding partners. In the UK it is funded by a partnership comprising beverage can manufacturers, fillers and reproducers; specifically Beverage Can Makers Europe (BCME), UK Canmakers, Can-Pack UK, Novelis UK Ltd and Tata Steel. The programme has also attracted funding from major drinks brand, Red Bull and soft drinks manufacturer A.G. Barr plc. The programme is supported by the UK government, through the Waste and Resources Action Programme (WRAP). In Scotland the programme receives funding from the Scottish Government, through Zero Waste Scotland.

1.1 Aims of the programme

Every Can Counts aims to enable and encourage more people to recycle the drinks cans they use outside the home; specifically in workplaces, colleges and universities and at locations and on occasions when people are 'on the go'.

The programme offers advice and practical support to organisations wishing to improve their recycling performance. This support includes providing a range of branded marketing communications materials.

1.2 Purpose of this document

Following the success of Every Can Counts in the UK the programme and brand identity has been used as a model for programmes in other European countries including France (using the name '**Chaque Canette Compte**'), Austria (using the name '**Jede dose zählt**'), Romania, and most recently in Hungary and Eire.

This document aims to assist EU recycling organisations to develop their own 'away from home' drinks can recycling programmes, using the Every Can Counts brand identity. Developing a common brand identity across European countries will help to promote and communicate a consistent, strong single platform to communicate the sustainability of the beverage can across the EU.

The document also seeks to define and outline brand usage guidelines for all programme partners and supporters.

The Brand Owner will publish updates to these Guidelines as necessary. For the latest information on the programme and recent examples of campaign materials a online "brand assets" website has been established, eccbrandmanager.com

1.3 Every Can Counts Brand Assets website – www.everycancounts.eu

The European website provides a single 'portal' for Every Can Counts licence-holders. It contains template marketing materials, imagery and examples of programme materials. It is intended to be a highly interactive resource, and European programme users are encouraged to share content, including images, news and case studies on the site. For more information please contact the Brand Owner.

2. Definitions

This section sets out agreed definitions for the scope of the Every Can Counts programme and the terms 'outside the home' and 'on the go'.

2.1 Definition of Every Can Counts

Every Can Counts is working to improve infrastructure for recycling beverage cans consumed 'outside the home', by first identifying and then assisting third parties wanting to start, or increase, recycling the drinks cans arising in their organisation or through their business operation.

Every Can Counts provides access to advice and information about recycling, and supports collectors, usually with branded promotional materials. It also runs a supporting communications programme to promote recycling to users and other key audiences.

2.2 Definition of the terms 'away from home' and recycling 'on the go'

Recycling 'away from home' is the better management of resources, by providing opportunities for the public to recycle suitable materials while they are away from their home, and/or are in the workplace.

2.2.1 The 'workplace' is generally defined as an area where access is restricted to employees only. However in practice recycling bins may be provided alongside waste bins in indoor/outdoor locations where there is some public access, e.g. a university campus.

2.2.2 Recycling on the go is the better management of resources, as outlined in 2.2 above, but where the public are able to recycle whilst in transit to/from an activity and in some cases at their destination. As such recycling on the go includes a wide range of situations including whilst travelling and at leisure, e.g. at retail centres, in transport hubs and at tourist locations. It also includes events, such as music festivals and sporting occasions.

3. Programme criteria

In addition to the definitions described in Section 2 above, and to ensure consistency of message and purpose across programmes in other countries, the Brand Owners wish to stress that the Every Can Counts programme is founded on the following criteria, which should be adhered to when planning any programme using the Every Can Counts brand identity and resources.

3.1 Reference to materials

Every Can Counts is not material specific. The programme covers **aluminium and steel** beverage cans, regardless of which material used in a particular market. To the consumer a drink can is just that, and the specific metal from which it is made is largely irrelevant. What they need to understand, and act upon, is the fact that the can is infinitely recyclable, and that there are environmental benefits to recycling their empty can. Every time.

3.2 Key messages

Much research has been conducted into consumers' understanding about beverage cans, their sustainability and recyclability. The Every Can Counts brand identity serves to educate consumers, and acts as a call to action – to encourage them to 'do the right thing' and recycle their can. The key purpose of Every Can Counts is to communicate the uniquely sustainable qualities of the beverage can.

Therefore it is important that the following key messages are communicated through any Every Can Counts - branded programme:

- The can is the most recycled drinks pack in the world
- Every can that is collected will be recycled, and can be recycled infinitely, with no loss of quality
- Each can recycled substantially reduces the environmental footprint of the next can made
- Cans may be recycled back into new cans, and be back on sale within 60 days
- Extensive collection and recycling structures exist which are environmentally effective and economically efficient
- The beverage can is a highly efficient and economic package to produce, fill and distribute
- The can is a lightweight, convenient and unbreakable pack that protects the product perfectly.

3.3 Recycling performance

The Every Can Counts programme must support the established national recycling collection system, and material generated through the programme must count towards that country's recycling performance for beverage cans, and metal packaging in general.

3.3.1 Measuring & communicating success:

Whilst it is fully understood that measuring the results of the programme isn't an "exact science" it is important to ensure, as far as possible, continuity in approach. Basic guidelines are laid out below:

- 1) Collection partners and participating organisations should be encouraged to monitor collection tonnages during the year and to report them to the national programme co-ordinator.
- 2) An annual survey of participating organisations should be undertaken. Data gathered should include:
 - a) Number of kgs of cans collected or number of sacks collected (in this case you will have to determine an average figure for the weight of cans in a sack).
 - b) Number of employees in a workplace.
- 3) When conducting the survey you should attempt to obtain data from a representative sample of registered organisations.
- 4) You should then create a "model" to apply the average data from the survey to the total number of registered organisations.

- 5) The data to be reported to the media should include:
- a) Total number of cans collected in year (note this should not be material specific)
 - b) Total tonnage collected
 - c) Average number of cans collected per employee per month
 - d) CO² Saved based on:
 - Aluminium - 9 tonnes of CO² per tonne of aluminium recycled (source EAA)
 - Steel – 1.8 tonnes of CO² per tonne of steel recycled (source APEAL)
 - In order to make the calculation you will need to know the market share (aluminium v steel) in your local market.
- 6) When publishing the data it is very important to ensure that it is clear that the figures are estimates by using words like “around”, “almost”, “estimated” etc in press releases. The notes which accompany the press release should include the following statement **“Figures have been calculated using data provided by a representative sample of Every Can Counts programme users”**. Examples of press releases reporting results can be supplied by the Brand Owner if required.
- 7) The estimated collection volumes must be reported to the European Steering Group annually, and no later than by 1st March of the following year.

3.4 Government policy and media statements

Every Can Counts does not promote, or favour, any collection system over another. Nor does it seek to replace any national collection or recycling system, on the contrary, as outlined in section 3.3 it exists to support the national recycling collection system. The programme is not designed to be a lobbying tool, and should not be used as such beyond raising the profile of the beverage can and the industry’s efforts to increase can recycling, as defined in the key messages (section 3.2).

Every Can Counts does not make public statements on behalf of the industry; whether in general or in response to specific policy initiatives: This remains the responsibility of national industry representatives and/or industry groups.

3.5 Representation of funding partners and/or third parties

It is important to recognise that the key target audience for Every Can Counts is the general consumer, and the Every Can Counts brand has been developed to communicate the programme’s key messages to the public.

It is therefore essential that all marketing materials feature the Every Can Counts brand as the single leading visual identity and call to action. Giving logos from third parties greater or equal prominence to the Every Can Counts identity on any marketing materials will distract from the message, and is confusing, and often irrelevant, to consumers.

3.5.1 Co-branding of marketing communications materials

3.5.1i Programme users

Organisations wishing to use Every Can Counts to promote recycling to their staff or customers should be encouraged by the Licensee to use the marketing materials provided.

They are able to do so by adding their logo and corporate information to the standard marketing resources templates which should be made available on the local Every Can Counts website. However the templates should not be altered in any way beyond the options provided, without the prior approval of the local Every Can Counts Licensee and the Brand Owner.

For examples of marketing materials featuring Programme Users’ logos please refer to Section B, 6.6.1 of this document.

3.5.1ii Funding partners

Without the support of the funding partners there would be no Every Can Counts programme, and the Brand Owner is keen that the funding partners are able to demonstrate their support for Every Can Counts to their internal and external audiences, through their established marketing channels. Template materials and straplines are provided for this purpose on the website and in Section B 9.2 of this document.

It is not acceptable for funding partners' logos to appear on consumer-facing materials produced as part of the programme's core activity, as this will distract from the message, and is confusing, and often irrelevant, to consumers. For acceptable messaging for campaigns to consumers please refer to the guidelines in section B of this document.

3.5.1iii Representation of supporters and event partners

The support of major brands, such as drinks brands, retailers and 'on the go' events, is crucial to building awareness of Every Can Counts among consumers. However it is important to be sensitive to the core messages of the programme, and to the funding partners when producing materials for campaigns funded on a 'one-off' or occasional basis. The Every Can Counts brand and call to action must not be subsumed by the third party branding. Care should be taken to ensure co-branding does not confuse the customer.

Where a marketing campaign has been supported by a third party, e.g. a drinks brand or retailer, the Every Can Counts logo should be dominant and the partner logo or message should not dominate or detract from the Every Can Counts message/identity.

Where a joint consumer-facing marketing campaign is planned it is acceptable to show the third party logo(s) together with the Every Can Counts logo. However the ECC logo should remain the dominant brand, and the third party partner(s) logos should not appear at more than 50% of the size of the ECC logo.

The use of the third party brand logo should be supported by an accompanying statement such as "[company/brand] believes Every Can Counts."

For examples of how funding partners and other third party supporters should show their support for Every Can Counts on their internal and external communications materials please refer to Section B of this document, or contact the Brand Owner.

For examples of acceptable co-branding please refer to Section B, 6.6 of this document and/or the brand assets website eccbrandmanager.com

3.6 Every Can Counts European steering group

The responsibility for ongoing development of the Every Can Counts programme in European markets lies with the European Steering Group, which comprises the major funding partners. This group meets regularly to review the development of the programme, and assess individual national campaign proposals.

Section B – Every Can Counts brand user’s manual

4. Every Can Counts: Trademark ownership

The Every Can Counts brand name and associated logo is a registered Community Trademark in the European Union. The registration number is: 010099125.

The Every Can Counts mark is owned by the Aluminium Packaging Recycling Organisation (Alupro) (Company registration no. 2837918).

Whilst Alupro is the Brand Owner, the governance of the Every Can Counts programme in Europe lies with the European Steering Group, which comprises the major funding partners. In the UK the programme is governed by the UK Steering Group, made up of the funding partners.

Any person, organisation or company wishing to use the Every Can Counts brand, whether solus or in conjunction with another name or trademark, must obtain the prior permission of the European Steering Group and the Brand Owner. This includes any proposed translation of ‘Every Can Counts’ into other EU languages.

Use of the brand logo and resources is only allowed in conjunction with activities carried out by Authorised Users relating specifically to the recycling of beverage cans. This usage will be defined, agreed and included as part of a contractual agreement between the Brand User and the Brand Owner (the Every Can Counts Trademark User Agreement).

Any use is subject to the user fulfilling the requirements within this manual. In addition the Brand Owner will audit licensed users to ensure that the guidelines are being adhered to.

Proposed logo translation and marketing materials (print, digital) must be approved by the Brand Owner and the European steering group before any production can begin.

Alupro reserves the right to withdraw permission to use the trademarks and/or logos should it believe these have been subject to any misuse by the third party.

5. Use of Every Can Counts brand identity

These guidelines must be used in conjunction with the information in Section A.

These guidelines have been produced to ensure that the ‘Every Can Counts’ corporate identity is used correctly to promote the visual brand in the best way. It is important to adhere to these guidelines at all times to achieve maximum impact in all of our communications, and increase the effectiveness and value of the Every Can Counts brand.

The Every Can Counts identity must be reproduced from artwork supplied by the brand owner in digital format. It must not be drawn, resized, animated or modified in general. The two parts of the identity must always be used together and should not be split without prior, written consent of the Brand Owner (see note in section 6.3).

5.1 Associated wording

In some instances it may be appropriate to include a supporting strapline of text. Text must conform to the lines suggested in Section 3.2 and translation from English must be approved by the brand owner.

Example: In France the supporting strapline of “100% recyclable à l’infini” has been developed and is used on all marketing material.

5.2 Colour palette – primary and secondary

The colours specified for Every Can Counts are both for coated and uncoated paper stocks to ensure consistency.

Permitted background colour [green or white] These are the only permitted colour variations, unless you have prior written permission from the Brand owner. Where a coloured background is used this should always be solid, (please see 6.3, Incorrect usage).

Note: The Brand Owner appreciates that exceptions may need to be made to accommodate national colour schemes for material streams. Individual cases for variation from the background colour palette will be considered on a case by case basis. Use of other colours must receive the written permission of the Brand owner.

Please refer to section 6.4 of this document.

6. Brand user guidelines

The identity consists of two parts, the 'recycle/can end' symbol and the words, 'every can counts'. The two parts of the identity **must always** be used together and should not be split without prior consent. In some instances use of the 'can end' symbol alone could be acceptable to the Brand Owner, for example where there are space restrictions, or for added visual impact; but the complete version of the identity should always appear on the same page or item. Should you wish to use only the 'can end' symbol you **MUST** get the permission of the Brand Owner prior to producing any materials. (Examples of acceptable usage can be found in section 7.8 and 7.9)

6.1 The Logotype set



Primary logotype



Primary logotype mono



The logotype may be reversed out of a coloured background but the ECC Green or black are preferred.

6.2 Logotype usage

Clear area



Colour



Pantone: 376
CMYK: c50 m0 y100 k0
Web: 8DC63F
RAL: 110 70 70
Vinyl: 50-72 Light green

Minimum size



15mm is the absolute minimum recommended size for the ECC mark.

To ensure the logotype remains as prominent as possible, a clear space of X should be left around the logotype.

6.3 Incorrect usage

Do not split the logo from the wording without prior consent (see section 6).



Do not distort or rotate the logotype



Do not mix or change the colours of the logotype



Do not change the logotype shape in any way



The brand logo must always appear in the brand font.



Do not split the logo from the wording



Do not split the logo from the wording



Do not crop or alter the emblem in any way.



Do not split the logo and add extra imagery

6.4 Colour usage

When printing in full colour the primary colours of our identity are:



CMYK: C50 M100 Y0 K0
Hex: #A2BD30
RGB: R162 G189 B48



CMYK: C95 M0 Y100 K27
Hex: #267835
RGB: R38 G120 B53



CMYK: C5 M0 Y95 K0
Hex: #F7E825
RGB: R247 G232 B37



CMYK: C29 M100 Y0 K4
Hex: #AE1A88
RGB: R179 G12 B124



CMYK: C10 M99 Y97 K2
Hex: #D52329
RGB: R209 G20 B24



CMYK: C93 M58 Y20 K5
Hex: #006495
RGB: R1 G94 B145

6.5 Typeface usage

The preferred typeface set for the Every Can Counts brand is the 'Vag' Family. Where Vag is not available, such as online and on internal documents, the recommended typeface is 'Arial.'

Vag (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vag (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

6.6 Inclusion of partner logos

Please read this information together with explanations in section A: 3.5 of this document.

6.6.1 Programme users

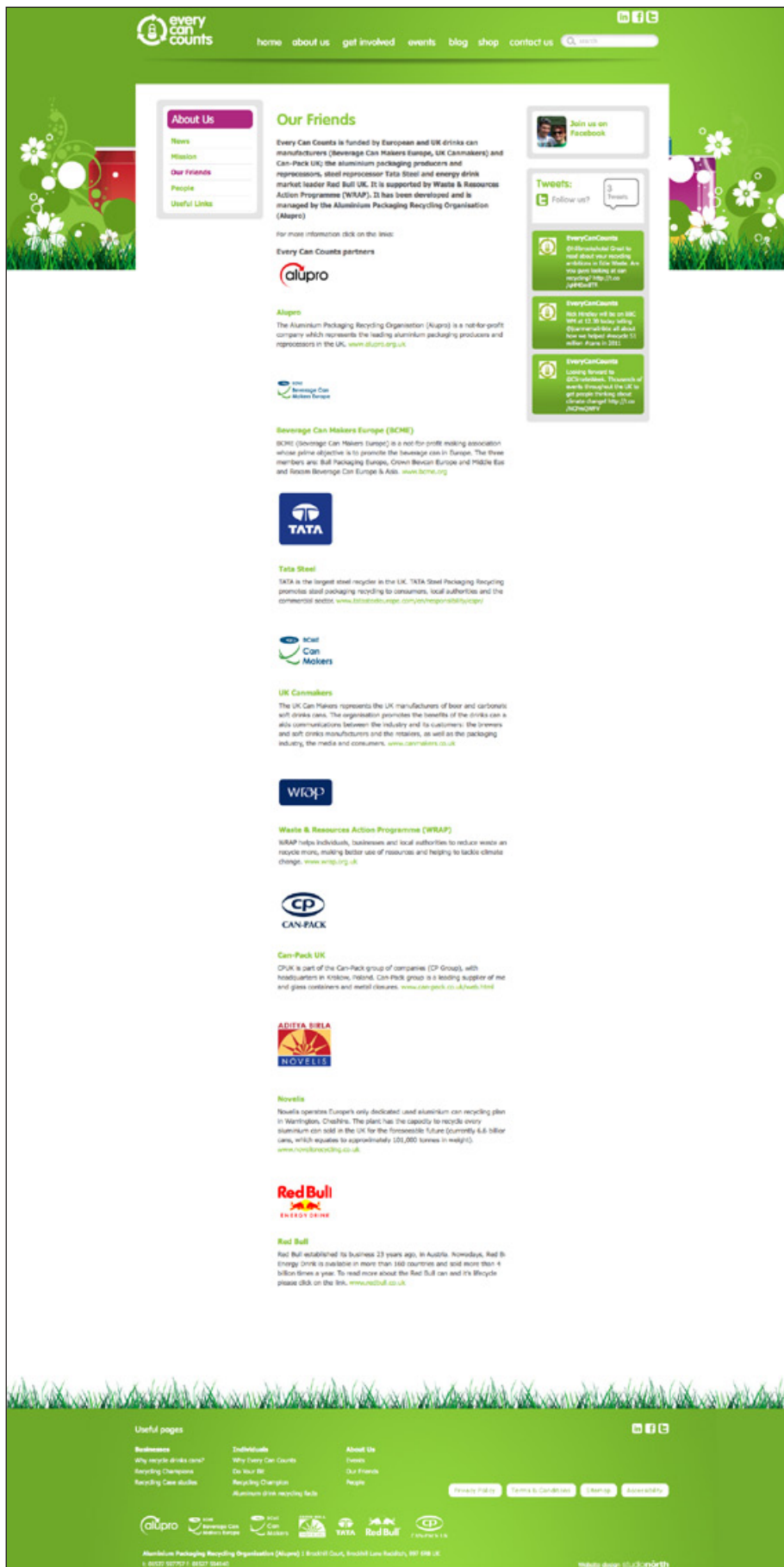


Partner logo usage – table talkers



Partner logo usage – posters

6.6.2 Funding partners



Partner logo usage – website links page

6.6.2 Funding partners cont.



Partner logo usage - website footer



Partner logo usage – folder

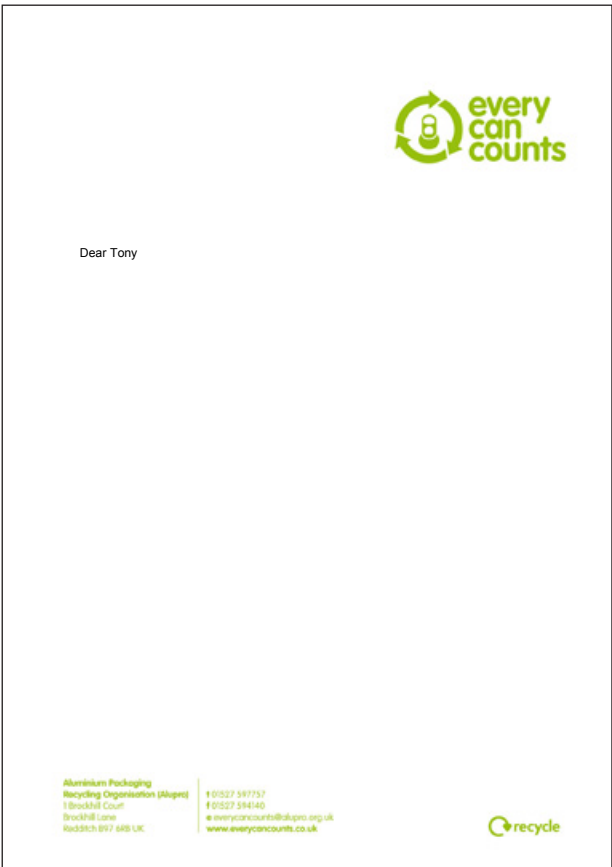
6.6.3 Third Parties – Programme partners, Event partners

For examples please refer to the Brand Assets website at eccbrandmanager.com

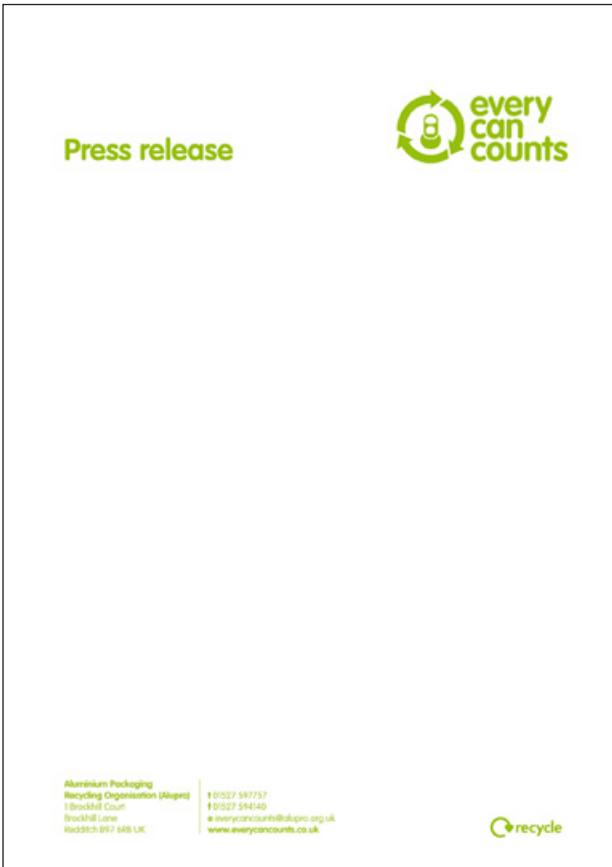
7. Other campaign materials

Placement in printed materials, [plus examples]

7.1 Office stationery



Letterhead



Press release



Compliment slip



Autumn 2010

CanMail

news from Every Can Counts

A number of firsts...

- Festivals, beaches & shopping centres
- University recycling
- Every Can Counts Crosses the Channel



The latest company to launch Every Can Counts to employees is Unilever. The company operates around the globe and in the UK it is the business behind many leading household brands, including Persil, Dove and Marmite.

The first UK site to launch Every Can Counts is Leeds, where Unilever operates the largest aerosol manufacturing plant in Europe. The site is also the hub for global research and development for deodorants such as Lynx, Dove, Sure and Impulse. Over 100 million aerosols are manufactured there each year.

Introducing Every Can Counts fitted well with the company's philosophy which encourages staff to take small actions to make a big difference, as Sustainability Manager Joe Muscat explains: "Although Unilever is a global business we recognise that each of our sites bears a responsibility for operating in the most sustainable and environmentally efficient way possible. This includes how we manufacture our products and how we operate on site. Encouraging our staff to act in the interests of the environment at all times is central to our business success, and disposing of their

empty drink cans properly is one small action they can take which can lead to a big change".

The Leeds team worked with Every Can Counts to assess the best locations for can recycling within the open plan offices and allocated bins on this basis. High traffic areas such as the canteen and meeting rooms have also been equipped with Every Can Counts bins and promotional materials to draw attention to the new recycling facilities.

Reaction to Every Can Counts has been good and the boxes are being well-used. It's early days, but at the current rate of use the Leeds site is on course to collect over half a tonne of drinks cans in the programme's first year. Joe hopes that where Leeds leads others will follow, and that

when he shares the success of the programme with colleagues at other UK sites they will also get involved. He concludes: "Introducing Every Can Counts has been very straightforward:

It has fitted in well with our other recycling and waste management arrangements and the staff like the clear and bright messages. It has been one small action which we're confident will make a big difference."



Are you a recycling champion?

Our experience tells us that at the heart of every successful recycling programme you'll find a champion – an individual, or perhaps a team of individuals, committed to making it a success. It might be part of their job, or they may just be determined to make sure that their colleagues do the 'right thing' with their office empties. To us these champions are VIPs, leading by example and making sure recycling happens.

We're developing new resources to support recycling champions everywhere, but to help us understand the challenges of recycling at work we're looking to recruit some experts to give us some insight and share their experiences. If you'd like to be involved all you have to do is register to complete our short on-line survey, which will be available on our website at the end of November.

To find out more and to register visit
www.everycancounts.co.uk/survey

Every Can Counts is committed to helping people who are, or want to be recycling champions. We also want to help organisations identify and recruit the champions who can make a difference to their recycling programme.



7.4 Welcome pack

Introducing Every Can Counts

The simple, convenient way to collect drinks cans for recycling, either at work or 'on the go'.

Every Can Counts provides you with a recycling programme which works as a stand alone scheme or will easily fit alongside an existing service. It is easy to set up, with a range of eye-catching communications materials to help you inform, engage and motivate people to recycle.

Play your part in closing the loop

By encouraging drinks can recycling in your organisation you'll be taking a positive step towards reducing your impact on the environment and contributing towards more sustainable use of resources.

Every Can Counts is being used successfully in workplaces including offices, hospitals, schools, universities and colleges. We are also working with local councils, retailers and event organisers to help them encourage staff and customers to get the drinks can recycling habit.

So how about your organisation – are your staff and customers able to make every can count? Talk to us to find out how to get started, or for more information check our website: www.everycancounts.co.uk

Why Every Can Counts?

Every part of every drink can is 100% recyclable. In fact aluminium and steel can be infinitely recycled without any loss of quality. In around six weeks empty drink cans saved for recycling can be reprocessed and remade back into more drink cans, or other metal products in an endless 'loop'.

Every time a drink can is recycled it saves natural resources and energy, and cuts carbon emissions.

Recycling one tonne of steel scrap saves 80% of the CO₂ emissions produced when making steel from iron ore.

Recycling one tonne of aluminium saves nine tonnes of CO₂.

One tonne of CO₂ is equivalent to driving 2800 miles. (Source: DEFRA/Wrap, 2007)

Can we help you make Every Can Count? Can do.



www.everycancounts.co.uk



7.5 Information sheets

Benefits for your organisation

Recycling is a simple way to reduce your organisation's impact on the environment. Recycling drinks cans is one simple step you can take to start making a difference. Every Can Counts aims to make it easier to recycle the drinks cans used within your business or organisation.

Can we help you be more sustainable? Can do.

We all know that recycling makes sense – it saves energy and natural resources. And by using resources in a more sustainable way, we can help reduce our impact on the world. Aluminium and steel – the materials used to make drink cans – are infinitely recyclable. This means they can be melted down and endlessly reused with absolutely no loss of quality in what's known as 'closed loop' recycling.

Every Can Counts offers you a simple, measurable way to show your commitment to corporate social responsibility, to your employees, your suppliers and your customers.

Can we help you reduce costs? Can do.

Recycling is a cost-effective method of dealing with your waste, simply because it is often cheaper when compared with general waste disposal.

Every Can Counts can work as a stand-alone programme, or alongside an existing recycling scheme. Our collection containers can be ordered from our online webshop, and many of our communications materials are free to download from our website.

Can we help you be more compliant? Can do.

Increasingly tighter regulations mean that all business waste must be sorted prior to landfilling. Separating waste for recycling shows your business is complying with the pre-treatment of waste legislation, which came into effect in October 2007.

So encouraging everyone to recycle their drink cans with Every Can Counts is an easy way to help your company achieve compliance.

And establishing a recycling programme can count towards accreditation under the ISO 14001 environmental standard.



www.everycancounts.co.uk

3. Nominate a Recycling "Champion"

We recommend that you nominate a "champion" for champions to run your Every Can Counts programme and provide regular updates to everyone as to your progress and the impact it's having on the business and the environment.

The recycling champion is the person in your organisation who is committed to recycling and will help to motivate others to recycle more and waste less. They hold the key to helping you successfully launch and promote your recycling scheme. They will lead by example, using their enthusiasm to encourage others to embrace recycling.

Depending on the size of your organisation you may want to recruit a team of champions, giving them responsibility for a particular department or building. Either way our website is full of hints and tips on to support your champion, making sure that Every Can Counts is adopted throughout your place of work.

4. Spread the word

Make sure your Facilities Management team including the cleaners will all need to be aware of the Every Can Counts programme. Equally important will be employee communication. With the help of the recycling champions, use the resources listed above to launch and promote Every Can Counts effectively.

5. Maintain momentum

Once you have Every Can Counts up and running and everyone is getting into the drinks can recycling habit, it's important to keep people motivated by keeping them informed of how well the scheme is going. Make sure for example, you're making full use of staff notice boards, in-house newsletters, your intranet, e-zines and events within your organisation. Check the Every Can Counts website regularly for the latest news, ideas and promotions to keep everyone recycling. Encourage your recycling champion to give regular feedback on progress and to use the downloadable resources to support internal communication, competitions and promotions.

Hints and Tips

Put your posters up by your recycling containers, use the desktop wallpapers and screensavers, layout your table talkers in the canteen and if you want to go all out invest in one of our special Can Crushers!



www.everycancounts.co.uk

7.6 Other campaign materials



Direct mailer



Table talker



Poster

7.7 Incentive items



T-shirt



Coaster



Can cooler

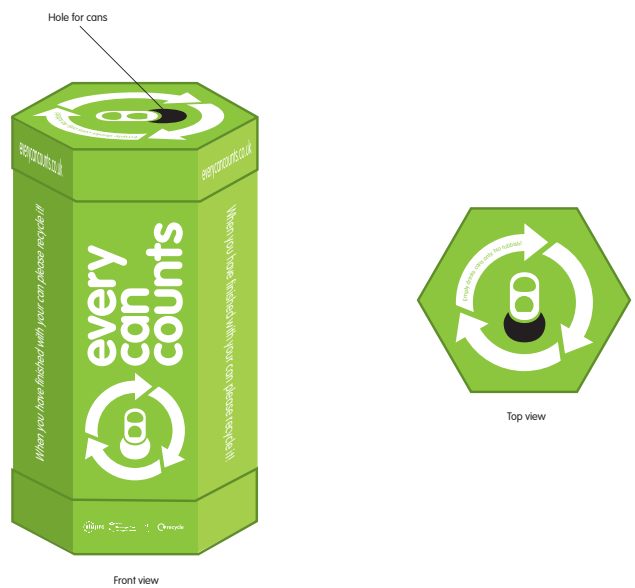


Competition wristband



Beach ball

7.8 Collection materials



Hexagonal recycle bin



Bin stickers



Hexagonal recycle bin



Can crusher

7.9 Promotional / events materials



Marquee



Flags

8. Website / digital media

8.1 Email template - Can mail, sales support

Having trouble viewing this email? [Click here to view the hosted version.](#)

[Forward to a friend](#) [Visit our website](#)

Winter 2010
Summer 2011

CanMail

news from Every Can Counts

27 million drinks cans recycled in 2010! How does it add up for your organisation?

Workplaces registered with Every Can Counts collected 27 million drinks cans for recycling in 2010.

That's **394 tonnes** of metal saved from landfill and **4000 tonnes** of greenhouse gas emissions avoided. On an organisational level it is equivalent to every employee at the participating workplaces recycling 4 drinks cans per month. [click here](#) to read the full story.

Make you can count - Do the maths!

4 cans recycled per employee per month. That might not sound a lot, but it adds up, How many people there are in your organisation? – if every one saved 4 cans a month how many cans could they save in a year?

Now consider the environmental benefits: **An empty drink can could be recycled back into a new drink can in around 60 days**, meaning each can could be recycled up to 6 times in 12 months. The recycling process saves 95% of the energy – and greenhouse gas emissions – compared to making cans from raw materials, so the energy saving, landfill avoidance and carbon saving of recycling every can really does add up to quite a significant sum.



Every can really does count!

To find out more about how your organisation can make your cans count, and how we can help you set up, launch and promote your recycling scheme, [visit our website](#) to business or [get in touch](#).

Every Can Counts kicks off the summer Festival season!



June sees the start of the festival season, and Every Can Counts was there! We've already been to the **Isle of Wight Festival** and **Download**, and later in the summer we'll be at other festivals and events including **Latitude** and the **Big Chill**, the **Red Bull Flugtag** and the **V Festival**.

[You can check out our events calendar on our website](#)

[calendar of events](#) ►



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8.2 Website

Option 1



Option 2



8.3 Other website pages



Online shop

The screenshot shows the 'every can counts' contact form. The header is green with the logo and navigation links: home, businesses, individuals, events, blog, shop, our friends, contact. A 'Change your font: A A A' link is in the top right. Below the header, a breadcrumb trail reads 'You are here: home > how can we help?'. The main heading is 'How Can We Help?'. A paragraph reads: 'So you're ready to make every can count now and want to sign up to our scheme? Or maybe you have that can do attitude and want to just find out more information. Well we're happy to help, just fill in this short form and we will get in touch as soon as possible.' Below this, it says 'There's a phone number on the bottom should you want to call us!'. The form itself has a note: 'Please note fields marked "required" are compulsory for form processing.' The fields are: Forename: (compulsory), Surname: (compulsory), Email: (compulsory), Address line 1: (compulsory), Address line 2: (compulsory), City: (compulsory), County: (compulsory), Postcode: (compulsory), Telephone: (compulsory), Fax: (compulsory), How did you hear about us? (Please select... (compulsory)). There is a checkbox: 'I want to join Every Can Counts - please contact me with details of my nearest provider.' At the bottom, it says 'Please use this space to give us any more' followed by a text area.

Contact form

9. Other information

9.1 Standard wording for referring to programme partners

Every Can Counts is a partnership between the European and UK drinks can manufacturers and the aluminium and steel packaging and recycling industries, [insert other partners as appropriate]. The programme aims to enable and encourage more people to recycle the drinks cans they use outside the home.

9.2 Straplines for partners to explain support for Every Can Counts

Funding partner:

Supporting drinks can recycling [in the UK]

Making sure Every Can Counts

Programme partner and/or Event partner:

[brand]: believes Every Can Counts

[brand]: making sure Every Can Counts